

Product Development for SME Banking

Course Hours: 24

Course Code: 11029E

Target Audience

Bankers working in SME, retail, corporate and credit departments who have, or will have, SME responsibilities.

Course Description

The course aims at explaining the product development process cycle, introduce participants to the different tools of building a competitive product range. The participants also, get a chance to illustrate the methods of analyzing SME product client matrix and explain the success factors in international best practices needed for effective SME banking.

Course Objectives

- Define project management
- Describe the market segmentation methods as an introduction to SME market segmentation
- Explain the product design and development process
- Describe a competitive product and service range for SME banking
- Apply the key success factors of SME Product Development process

Course Outline

Module 1: Introduction to Project management

- Key areas of project management directly related to the process of product development and how to implement them
- The project life cycle and the different tools utilized in project management
- The role of the project manager in defining the responsibilities related to that role
- Risks associated to the project management process and how to mitigate these risks

Module 2: Product/Service Segmentation and Targeting

- Methods for segmentation
- Issues to consider in determining the SME product service segment
- Requirements for effective segmentation
- Methods for evaluating market segments and their effectiveness
- Techniques for defining target clients for each product
- Different methods for marketing research
- Assess the competitive environment within any segment

Small & Medium Enterprises

Module 3: New products, Services Development and Design for SME Banking.

- The general framework for implementing New Product Development process (NPD)
- The foundation for the NPD process coupled with specific examples from real world examples
- Demonstrating the process of developing the identified market need to a market product
- Criteria for evaluating the newly introduced products

Module 4: Building a Competitive Product and Service Range for SME Banking.

- Financing approaches for SMEs
- Core SME products and their definitions
- SME standard product set
 - Lending based products
 - Equity finance for SMEs
 - International trade finance
 - Transaction based products and services
- Innovative products targeting SME clients
- Additional services for financial management
- Pricing/interest rates

Module 5: Key Success Factors for SME Product Development (workshop)

- Key success factors for SME banking product development
- Practical guidelines: Take-away tips “DOs” and “DON'Ts”
- Case study

Assessment Strategy

Participants will be assessed based on class discussions and an individual end of course test.

Upon Successful Completion of this Course, participants will obtain

1.9 CEUs

Course Language

Arabic/English

Prerequisites

- Minimum three years of banking experience
- Good command of English (in case of attending the program in English)